

D 102.76:12/12

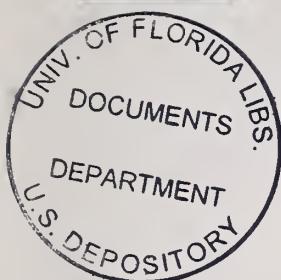
December 1959



Recruiting

JOURNAL OF THE UNITED STATES ARMY

RE-UP!
ARMY



Fiscal Year 1959 DA Awards



In recognition of their high standards in the annual Intra-Army Reenlistment Program and outstanding achievements in the recruiting effort during Fiscal Year 1959, the Honorable Wilber M. Brucker, Secretary of the Army, recently presented these plaques to the commanding generals of the winning commands. Accepting the plaques (left to right) are Maj General A. T. McNamara, Quartermaster General, for achieving highest reenlistment rate of the Technical Services; Lt General George W. Read, Jr., Commanding General Second Army, for highest reenlistment achievement of ZI commands; Secretary Brucker; General Lyman L. Lemnitzer, Army Chief of Staff, an observer of the presentations; and Lt General Edward T. Williams, Commanding General Fourth Army, for outstanding achievement in the recruiting effort. These plaques are presented annually for superior over-all reenlistment ratings and for the highest recruiting effort.

did you know?

by the editor . . .

WHAT COULD HAVE TURNED INTO A BLOODY CONFLICT between Mexico and this Nation was smashed by a lone Cavalry trooper in 1891.

A self-styled general, one Garza, hatched a rebellion that was intended to cause revolt and trouble along the Texas Border, but this trooper, Private Allen Walker of Troop C, 3d U. S. Cavalry, forestalled the rebellion singlehanded before the adventurer Garza could start his venture.

Private Walker was carrying dispatches along the Rio Grande, which marked the border between Mexico and the United States. He was alone, but along the way he encountered three well-armed Mexicans skulking on the river edge, and when he challenged them, they answered with a volley of rifle and pistol fire.

Trooper Walker rode directly at the trio and engaged them with reckless boldness and exceptional bravery, far beyond the call of duty. In a sharp but short conflict, Private Walker put one Mexican to flight and wounded the other two and took them prisoner.

On searching his prisoners, Trooper Walker found documents of extreme importance, bearing on the contemplated Garza revolt. So important were the papers that the U. S. Army was able to restrain further action on the part of General Garza and the rebellion was smashed before it started.

For his bravery and performance which were far beyond the call of duty, Private Walker was rewarded with the Medal of Honor, which was issued to him in the name of Congress on April 25, 1893.

What was most exceptional in this case was that Private Walker was the only man so decorated for service along the border during this period, though six other Cavalrymen received the Medal for service in South Dakota in fighting Indians in that territory.

Interstate Motor Carriers May Display Recruiting Ads

In response to an inquiry from the field, MPPD-TAGO has obtained an "informal" opinion from the Interstate Commerce Commission that *interstate motor carriers may display public service advertising.*

The letter from the Director of the Bureau of Motor Carriers, ICC, states:

"Generally, the display of shipper advertising by common carriers and the furnishing of space for such display, is improper except when provision for such service is made in the carrier's tariffs. This would not apply to the posting of public service advertising by the Government. In my informal opinion, no violation of the provisions of the Interstate Commerce Act nor of the regulations of this Commission exists in the display of public service free space advertising for the Government on vehicles of carriers operating in interstate or foreign commerce subject to regulation by this Commission. Such carriers may donate free advertising space on their vehicles to the U. S. Army Recruiting Service without providing for the service in their tariffs, in my informal opinion."

RECAP Is Here—

But Don't Tell A Soul—Yet!

RECAP will be big news in 1960, but it will first be introduced as a big mystery.

RECAP is made up of the initials of the new Reenlistment Central Assignment Plan you read about on the front page of the October issue of this publication. The plan is being published in AR 601-225 coming out this month.

It's big and may become bigger than that other magic word used so often in the past—RE-UP. You can help make it bigger.

How?

See that the magic word appears in signs and in your conversation in as many places as possible prior to initial publicity which will appear in the January issue of *American Armed Forces Features* in the "Did You Know?" ad devoted to the subject.

Keep the meaning under wraps, but plug the word hard. Be especially careful that most of your ETS personnel get wind of it—but S-H-H-H—don't tell everybody. In this Modern Army of Today we want the best and RECAP is going to keep the best we have, after they understand what it will mean to them.

Sound like a funny way to introduce a new program? Maybe. But we think it will help you work up excitement over its introduction at your post or station.

RECAP will be plugged hard this next year in an attempt to obtain the same degree of brand identification now enjoyed by "RE-UP."

There will be a teaser campaign starting right after the first of the new year. But you can start the teasing first at your station. See that the magic word appears everywhere; then when the posters reading *RECAP—What Is It? What Can It Do For You? Your Career Counselor Has The Answers* come out after New Year your teasers will have sharpened the mystery.

"Ballyhoo" the new word for all it's worth and see if you can attract a trail of people to your Career Counselor's office that will make the entrance to the Rose Bowl Game look sick.

Recruiting

RECRUITING JOURNAL OF THE UNITED STATES ARMY

Published monthly under supervision of Publicity Branch, Military Personnel Procurement Division, The Adjutant General's Office, Department of the Army, for the U. S. Army Recruiting Service.

The printing of this publication has been approved by the Director of the Bureau of the Budget, 19 December 1958.

Address all mail to: The Adjutant General, Department of the Army, Washington 25, D. C.; Attn: AGSN-P (Recruiting).

Lt. Col. Robert B. McBane, AGC
Chief, Publicity Branch
MPPD-TAGO

Mr. Joe H. Williams, Editor
Mrs. Gertrude Drucker, Associate Editor

AREA CORRESPONDENTS

Mr. Michael Durkas—First Army
SP5 Robert L. Weisenstein—Second Army
SP4 Lowell W. Lehman—Third Army
Mr. Hugh C. Lindsey—Fourth Army
Miss Marjorie Farrell—Fifth Army
Miss Ester Bloom—Sixth Army
Sgt Joseph R. Dolan—MDW
MSgt Roland L. Dostal—ARADCOM
SSgt George W. Stinger—TAGSUSA
Permission is granted to reproduce any material appearing in RECRUITING except that which is marked copyrighted.

Deadline—photos and articles—

5th of each month

Vol. 12

December 1959

No. 12

If any command feels it is receiving more copies than necessary, or if there are those who think they can use more issues of the publication than they have been assigned, write *The Adjutant General, Department of the Army, Washington 25, D. C.; Attn: AGSN-P, RECRUITING Journal.*

The magazine should not be used as a "handout" or publicity "sales piece," nor given to laymen as another piece of advertising. It is published as an exchange of ideas media for recruiters and career counselors.

In the vernacular of one of our sister services, "Take a round turn and keep a slight strain" on the number of copies that will satisfy your needs. You will ease our Bureau of Budget limitations if you cooperate.

When you change your address, please give us both your OLD and NEW addresses. We are endeavoring to keep our mailing list up-to-date, but this can only be done if you keep us notified.

The Finance School, Fort Benjamin Harrison, Indiana, reports a record-breaking number of students who have graduated from Finance Procedures Class No. 7. It was the institution's largest peacetime class.

For Spring's High School Campaign

During January and February, printing of the 1960 Spring High School Campaign materials will be completed and large pro rata shipments made to the recruiting main stations during those two months. A supply of this material will also be maintained for reordering from MPPD-TAGO.

These shipments are being made early so that recruiters may have their publicity wares well ahead of the many different graduation dates of high schools throughout the nation. However, any careless distribution of these supplies on a hit-or-miss basis would be like a rifleman in an assault who fires indiscriminately and exhausts his ammunition just before he reaches his objective. A constant, aimed fire, coordinated with national advertising will bring far better results.

Of special interest this year will be an "Ammunition Kit" which actually is a "How To Do It" kit for recruiters. This will contain a copy of each booklet, brochure, national ad, "use" instructions, and a commercial disc for radio utilization. This disc is 45 rpm, 7-inch, containing two 60-second and four 30-second commercials, targeted to the high school senior and graduate.

The kit which contains "use" instructions for each individual item should do much to improve the recruiter's ability to make best use of his materials in counseling or guidance of prospects.

There will be a very limited supply of this item available at MPPD-TAGO for reordering and recruiters are cautioned that few requests for this item can be filled.

The recruiter's job is a tough and

challenging one. The skill, finesse, and know-how require complete familiarity with materials he has to support his job. From a national standpoint this will be heavy, such as—PRINT ADVERTISING in Senior Scholastic magazines (*Senior Scholastic, Practical English and World Week, Science World, National Future Farmer*) and *Scholastic Roto*. There will also be ads in *Popular Science, Popular Mechanics, Mechanix Illustrated, Electronics Illustrated, Motor Life, Hot Rod, Sports Review* and *Sport* magazines.

Advertising directed to parents and "centers of influence" will appear in *American Legion, V.F.W., Rotarian, The Lion, and Kiwanis* magazines, as well as in many educator and guidance publications. A copy of these advertisements will be in the "kit" so that recruiters may coordinate their own local efforts with this recruiting ammunition.

Support from television commercials will be on the Army's "Command Performance" program appearing in 118 selected markets all over America. These commercials are produced in both one-minute and 20-second lengths. They are being placed on a "spot" basis via local public service programming.

On radio, patterned along Monitor lines, is a new series of 24 two-minute radio programs for network and local placement. A selection of shows, radio commercial scripts and recordings will also be available.

Also in the kit, and very important from a national standpoint, will be a questionnaire designed to help MPPD-TAGO help the recruiters. It is designed to be filled out and returned by recruiters

and will give each recruiter an opportunity to become an assistant advertising manager, yet in an anonymous way. It is very important that every recruiter complete this questionnaire and mail it direct to MPPD-TAGO in an addressed envelope being furnished in the kit.

This kit is a large basic kit, containing four envelopes. The items inserted into the four envelopes will be:

Graduate Specialist Program

Special—For High School Graduates and Seniors Only

The Secret of Getting Ahead

A Report on Educational Opportunities in Today's Army

WAC Enlisted Direct Mail Piece

Graduate Specialist Recruiting Record

Male Enlisted Direct Mail Piece

Six Graduate Specialist Print Advertisements (one unit)

Choose-It-Yourself Vocational Training System

Nine Choose-It-Yourself Take-One Pamphlets

Now You Can Pick Your Vocational Training

Five Choose-It-Yourself Print Advertisements (one unit)

Parental Support Material

Your Daughter's Role In Today's World
What Are Your Son's Chances Of Making Good?

General Support Material

Travel Advertisement

Meet the Modern Army

This . . . Is How It Is
Questionnaire

Franked Return Envelope

Reenlistment Central Assignment Office

The Reenlistment Central Assignment Office for prior service personnel will commence operations in Washington at the Pentagon on January 1, 1960.

The purpose of this new office was explained on the front page of this publication in October.

Details and procedures of this program have been published in AR 601-225 which is being shipped to the field in advance of the effective date of the program.

In addition to this regulation, a Circular will be published outlining administrative procedures that will be used in implementing the program.

Relative Standings Reenlistment Competition

1st Quarter FY 1960

ZI Armies and MDW	Standardized Immediate Reenlistment Rate
1—Second Army	33.1
2—Sixth Army	32.2
3—Fifth Army	29.9
4—Third Army	29.1
5—Fourth Army	28.4
6—First Army	27.2
7—M.D.W.	26.7

Technical Services Corps	Standardized Immediate Reenlistment Rate
1—Quartermaster	41.9
2—Chemical	39.9
3—Signal	30.1
4—Medical	29.6
5—Engineer	27.4
6—Transportation	26.7
7—Ordnance	23.4

Be Tactful

It has come to the notice of MPPD-TAGO that some recruiters are advising discharged personnel that the entry "Par. 10, AR 601-210 applies" on their discharge means that the individual has been convicted of a felony or other serious crime.

In many instances the entry was made because the individual did not meet the mental or other requirements and this remark may cover many other disqualifications in addition to that of having been convicted of a felony.

Recruiters should be tactful in explaining this entry to prospective reenlistees. Even though they may be denied reenlistment, the Army, through its Recruiting Service, need not offend a prospect by an unsubstantiated statement.

Des Moines USARMS Enlists "All Iowa Nike Missile Platoon"



THE 46 MEMBERS OF THE "All Iowa Nike Missile Platoon" of Fort Des Moines, Iowa, the location of the Des Moines USARMS.

Another successful ARADCOM enlistment campaign in Fifth U. S. Army Recruiting District was chalked up by Des Moines, Iowa, USARMS when a 46-man platoon was enlisted for duty with the 3d Missile Battalion, 68th Artillery at the new Nike-Hercules missile sites in the Minneapolis-St. Paul, Minnesota, area.

Capt John V. Wilkes, USARMS commander, assigned the "All Iowa Nike Missile Platoon" enlistment project to Sector 1, a 26-county area surrounding Des Moines. This section includes four recruiting stations, a supervisor, and eight recruiters. Proximity of publicity supplies and project control, and pre-processing costs were items of consideration in the selection of Sector 1.

The campaign opened with the simultaneous distribution of window cards, displays, letters to active prospects, news releases and mats to news media and to all Iowa State Selective Service Headquarters Weekly News Bulletins. Recruiters were furnished with an information brochure. A 12-minute TV film furnished by ARADCOM was shown twice on TV stations.

At a meeting of USARMS recruiters, prior to the kick-off of the campaign, Lt Charles M. Hug of the 3d Missile Battalion, 68th Artillery, and MSgt Joe Neptune and SFC David Knight of Headquarters 5th Region, ARADCOM, Fort Sheridan, Illinois, gave firsthand descriptions of subjects relative to ARADCOM assignments, such as living conditions, duty, educational possibilities, recreation, and promotions. These ARADCOM men also appeared on several radio shows in the interests of the platoon.

As a cushion in the event of last minute rejects or declinations, in the last week of the campaign the other two sectors of Des Moines USARMS were permitted to send in men for the platoon. They contributed six.

In all, 51 men were processed (five were rejects). Thirty-three were high school graduates; twenty-three were in Mental Categories I and II.

Enlistment ceremonies for the "All Iowa Nike Missile Platoon" were televised on KRNT-TV Des Moines. Guests included 80 parents and friends of the enlistees, representatives of veterans' organizations,

Selective Service, the Chamber of Commerce, 3d Missile Battalion, 68th Artillery, and Col James N. Shigley, commander of Fifth U. S. Army Recruiting District, and Capt Marcell Swank, budget and fiscal officer who delivered the Fifth U. S. Army commander's message.

Chaplain (Capt) James Rasmussen, Dowling High School, gave the benediction and Captain Wilkes the welcome.

Mr. Frank De Puydt, president of the Chamber of Commerce delivered an address.

The Oath of Enlistment was administered by Capt Edward B. Pautenis of the 3d Missile Battalion, 68th Artillery, Minneapolis, Minnesota.

The "All Iowa Nike Missile Platoon" was not only an enlistment success; it did much to bring to every Iowan an appreciation of Army activities.



A TYPICAL WINDOW DISPLAY used by Iowa recruiters during the "All Iowa Nike Missile Platoon" enlistment campaign. The posters GO TOGETHER and WANTED NOW were produced in the Fifth U. S. Army Recruiting District Silk Screen Shop.

DACOWITS Names Chairman For 1960

The Department of Defense has announced that Mrs. Anthony J. Drexel Biddle of Annville, Pennsylvania, has been named chairman of the Defense Advisory Committee on Women in the Services for the year 1960. She will succeed Mrs. Neal Tourtelotte of Seattle, Washington, on January 1, 1960.

Dallas-Fort Worth Area Enlists "Missileers"

Civilian-military endeavor in the Dallas, Texas, area resulted in a record group enlisted with the recruitment of 97 "Missileers" in a one-month period.

A special USARADCOM enlistment drive was conducted to enlist men for four missile sites in the Greater Dallas-Fort Worth area. The efforts of hundreds of civic- and military-minded individuals, many with dissimilar backgrounds and talents, were closely interwoven to make the drive a success.

Capt Dale Fleming, acting commanding officer, laid the groundwork for the campaign two months before the enlistment date. Fort Worth was chosen as the site for a group enlistment.

Advance publicity materials for USARADCOM and district headquarters were disseminated. Area merchants supplied exhibit space, and in many instances, additional display materials. Some merchants also furnished sponsored newspaper advertising.

Lt Col Russel E. Gray was assigned as commanding officer of the USARMS and took charge of the campaign shortly after the drive began.

On the kick-off date, a Nike-Ajax missile, secured from the Red River Arsenal, Texarkana, began an area tour. Approximately one million people saw the missile in transit and during stops in 15 Texas towns. Advance and on-the-spot news coverage of the tour was provided by newspaper, radio and television representatives.

After two weeks of extensive recruiting activities, the desired results had not been achieved. The number of enlistees was below the figure required to make the overall campaign a success.

Advertising and publicity efforts were stepped up. A personal contact was made with key personnel at each radio station. Increased radio coverage was achieved. Additional TV participation was gained from the use of slides. Photographs were supplied to TV stations whose personnel made the slides and televised them during the remainder of the drive.

Less than a week later a Nike-Hercules arrived from Fort Bliss by prior arrangement with higher headquarters. The missile was displayed in Mesquite and then transported to Fort Worth for exhibit.

A "Newsman's Tour" of a missile site located in Alvarado gained front page newspaper coverage there and in Fort Worth and Cleburne, Texas.

Mayor Tom McCann of Fort Worth



MSGT BILLY M. JUNELL, Dallas recruiter, lines up with 11 men who enlisted in Dallas for assignment to a Nike missile unit in the Greater Dallas-Fort Worth area.

signed a proclamation designating a "Missileers Week."

Recruiters, bolstered by the additional public information support, were able to exceed their objective. Enlistees began arriving at the USARMS from recruiting stations in increasing numbers. With only one day remaining before the end of the drive, it became necessary to increase the authorized objective from 75 to 97 enlistees.

With the recruiting campaign successfully completed, the Fort Worth Chamber of Commerce sponsored a luncheon before the enlistment ceremonies.



LT GEN CHARLES E. HART, commanding general, U. S. Army Air Defense Command, is met at Carswell Air Force Base on his arrival to participate in the Dallas-Fort Worth USARADCOM enlistment drive. Meeting the general are Mr. Fred Korth (left), president, Continental National Bank, Fort Worth, and Dr. William Donforth, Veterans' Affairs Service, Chamber of Commerce, Fort Worth.

Lt Gen Charles E. Hart, commanding general, U. S. Army Air Defense Command, appeared as the principal speaker at the luncheon and enlistment ceremony. Col Garlen R. Bryant, commanding officer, Fourth U. S. Army Recruiting District, administered the Oath of Enlistment.

The Fourth U. S. Army Band conducted a concert during the group enlistment.

Credit for an undertaking of this magnitude belongs to many people and organizations. Army recruiting personnel did the actual planning and leg work and contributed a major share to the over-all success of the endeavor.



MAYOR TOM McCANN, Fort Worth, signs a proclamation designating a "Missileers Week." Witnessing the ceremony are Capt Royalle Streck, recruiting officer, Dollos, and MSgt Alvin Yakkum, NCOIC, Fort Worth.

Fort Hamilton Pass Policy Like "Money in the Bank"

A three-day pass is your reward if you can talk a buddy-soldier into changing his service number from "US" (inductee) to "RA" (Regular Army) at Fort Hamilton, Brooklyn, New York.

In its search for qualified career soldiers the Department of the Army desires to reenlist as many good qualified first-term men as possible. This especially applies to the young soldier who is thinking along the lines of reenlisting.

Col John K. Daly, MPC Post Commander, initiated the pass policy at Fort Hamilton. He feels that "it costs the Army much less to grant a man a three-day pass for influencing a soldier to re-up than it does to recruit, equip and train a new enlistee."

The first recipients to get the pass awards were SP5 George Reynolds, Post Motor Pool, and PFC Robert C. DiDomenico, company clerk of Hq & Hq Co, U. S. Army Garrison, who personally counseled SP5 John C. Squibb and SP4 Robert Moore respectively, pointing out the many opportunities of an Army career.

First-termers reenlisting also have a monetary gain under the Army's Reenlistment Bonus policy. Squibb, who signed up for six years, received a total of \$1703.93 before tax deductions. Moore, taking a three-year hitch, received a total of \$499.98.

In order to maintain the high standard of men for Regular Army, the system of "selling the Army" by a seasoned soldier to another potential reenlistee should reap good results as both have the "know-how" and the good characteristics desired for Army personnel.



COL JOHN K. DALY (center), Post commander at Fort Hamilton, Brooklyn, N. Y., chats with reenlistees and the soldiers who encouraged them to reenlist in the "RA." Left to right are SP5 John C. Squibb, who reenlisted for six years; PFC Robert C. DiDomenico, who pointed out Army advantages to Squibb; Colonel Daly; SP5 George Reynolds, who urged SP4 Robert Moore (on Reynolds' left) to take another three-year hitch. DiDomenico and Reynolds each received a three-day pass.

Double Exposure For Sixth U. S. Army Recruiting District

Sixth U. S. Army recruiting received a definite "soft sell" boost when new developments in today's Modern Army provided the keynote for two separate U. S. Army displays in San Francisco, California.

Thousands of visitors to the Pacific Trade Fair viewed the latest Army weapons and equipment on display in the exhibit hall. Servicemen were on hand to explain the equipment to the many interested people who stopped by the Recruiting Service

exhibit. On view were the new M-14 rifle, the Army Mule, 106 recoilless rifle and modern Army signal equipment.

Combat gear of the soldier of the future highlighted the second Army display at the AFL-CIO convention hall. The futuristic man caused much comment by the delegates to the national convention. The delegates also were attracted to the Army display by models of Army missiles and Pioneer and Explorer satellites.



PACIFIC TRADE FAIR exhibit of the Sixth U. S. Army Recruiting District which was visited by thousands.



COMBAT GEAR OF THE SOLDIER OF THE FUTURE is demonstrated by a soldier of the combat experimental and development center at Fort Ord, Calif. This display was part of the Army exhibit at the AFL-CIO convention hall in San Francisco.

Milestone in Jacksonville USARMS's Active Award Program

"Since having been assigned as commander of the Jacksonville USARMS, I have had the honor of presenting many public service certificates and awards to dignitaries and leaders throughout the state, however, never before have I seen a more deserving, appreciative, and I might add, surprised one."

These were the words of Maj George W. Clark, Jr., commander of the Jacksonville USARMS as he made his last such presentation prior to his departure for USAREUR, to Mr. Allen Sheftall, manager of the Leesburg, Florida, Chamber of Commerce.

The Leesburg area, hub of Florida's fishing paradise, citrus center, and scene of many southern district conventions and celebrations, has of late been a recruiter's paradise. This has been due largely to the efforts of Mr. Sheftall in cooperating with SFC Carl N. Booth, area recruiter.

Upon Sergeant Booth's assignment as area recruiter, Mr. Sheftall, a former Army officer, arranged for him to meet press and radio representatives and city dignitaries throughout the area. He still serves as go-between for the recruiter when he needs to contact an individual in the course of his official duties.

After it was decided to present Mr. Sheftall a Certificate of Appointment as Honorary Recruiter, Sergeant Booth decided to dress up the presentation "Jacksonville RMS style." He contacted The Honorable Sandy Pike, mayor of Leesburg, and Mr. Jim Boost, Sr., president of Leesburg Chamber of Commerce, and through their cooperation, arranged a program with the JAYCEES including a dinner at which the Lions Club, Rotary Club, JAYCEES, Chamber of Commerce and guests were present. Mr. Sheftall attended the dinner as a routine matter and had no knowledge that he was to receive one of the Army's top public service awards.

The program sponsored by the JAYCEES included among other things a debate period on "Flag Day" activities throughout the Leesburg area, which was very competently handled by Sergeant Booth. After this, he introduced Major Clark to the group. With reporters from three different newspapers standing by with pad, pencil, and loaded cameras, the scene was set for the moment every-



LEFT TO RIGHT ARE Mr. Jim Boost Sr., Chamber of Commerce president, and The Honorable Sandy Pike, mayor of Leesburg, looking on as Mr. Allen Sheftall, Chamber of Commerce manager, accepts award of Honorary Recruiter from Maj George W. Clark, Jr., Jacksonville USARMS commander. Area recruiter, SFC Carl N. Booth, and MSgt James C. Meachum, station commander of the Orlando Recruiting Station, look on at right.

one present except Mr. Sheftall, anxiously awaited.

When Major Clark announced that he was proud to present one of the leading citizens of the community with the award as the Army's newest Honorary Recruiter, a tremendous ovation was heard throughout the room. With the announcement of Mr. Sheftall's name, he came forward to receive the award, his excitement a sharp contrast to his usual calm self. He thanked Major Clark and Sergeant Booth and said, "This is the greatest moment of my life. Gentlemen, I am always proud to assist in any way that I can an organization as fine as the United States Army, for which I hold a soft spot in my heart, as you all know."

The presentation of the Certificate to Mr. Shaftall is typical of the programs the recruiters of the Jacksonville USARMS arrange when recognizing an individual who has been helpful in the fulfillment of their mission.

Major Clark has instilled in the minds of his recruiters the principle that there must always be recognition and that the

recognition must be made in such a way as to obtain a maximum benefit for the individual and the Recruiting Service.

Over the past thirty-month period, Jacksonville USARMS recruiters, under the guidance of Major Clark, have piled up quite a record for themselves. They have procured 600% above the assigned RA objective, and have placed twenty-two times in the "big three" throughout Third U. S. Army area, eighteen times in the "top two." All members of the Jacksonville USARMS are proud to discuss this record with one and all.

Major Clark, a strong advocate of a good public relations program from the very beginning, points out that "the success of our recruiting efforts over the past thirty months has depended greatly on key civilian personnel throughout our RMS area, and these are the people to whom our recruiters owe their thanks."

Incidentally, Jacksonville USARMS finished out September 1959, Major Clark's last month as commander, NUMBER ONE in Third U. S. Army area with 115.53% of its assigned Regular Army objective.

"One To Get Ready, Two To Go"

That's St. Louis USARMS Exhibit at Fairview Plaza

The St. Louis, Missouri, USARMS, commanded by Maj Gerald L. Lang, conducted its second successful recruiting promotion at Fairview Plaza in Decatur, Illinois, this fall. This one, called "Age of Tomorrow," featured the Nuclear Power Exhibit.

Believing in a fast comeback while the people are interested, Decatur recruiters, MSgt James Brush and SFC Marvin Cornett sold the idea for the second project "close on the heels" of the first one, the Nike Missile Exhibition. (The story of this one is in the June issue of the RECRUITING Journal.)

With the cooperation of the area supervisor, MSgt Thomas Hefner and the USARMS publicity noncommissioned officer, Sgt Gerald L. Baker, and the local Shopping Center Association, the Decatur recruiters went into action.

A request went to higher headquarters for the United States Army Nuclear Power Exhibit. As soon as they received approval for it, the recruiters decided to add two booths, a Choose-it-Yourself booth and a WAC recruiting booth to the display. The latter was manned by Sgt Eva Morris, St. Louis USARMS WAC recruiter, and SP5 Flora Thompson and SP4 Shirley Casker (now Mrs. Allen Lynn) of Fifth U. S. Army Recruiting District.

To tie in with the U. S. Army exhibit, the local merchants' association obtained through Ozark Airlines, an animated exhibit of the new Fairchild F-27 Jet. Then they had a huge supply of coupons printed and gave one to each visitor to fill out and put in a giant container. On the last day of the exhibit, one ticket was drawn and the lucky winner received a free trip in the Jet to St. Louis for an entertainment-packed week end. The winner stayed at the Chase Hotel.

Publicity paid for by the Merchants' Association of Fairview Plaza included twenty-one 60-second TV spots on WTVP (ABC), sixty 30-second radio spots on WSOY (CBS) and WSEI-FM and sixty more 30-second radio spots on WDZ, two full-page advertisements, one in the *Decatur Review* and one in the *Decatur Herald*, and 150 signs for exhibit and the coupons for the "Trip to St. Louis."

Additional publicity included three picture news stories on TV on different days.

On radio there were also six news stories on WDZ, WSOY and WSEI, Effingham, at various times, one interview of Army personnel on WDZ and another on WSOY and WSEI.

The *Decatur Herald* covered the entire event.

Fifth U. S. Army Recruiting Publicity Silk Screen Shop furnished 50 window posters advertising the exhibit.

People of the surrounding area said that they thought the first exhibit was tops but they thought this one was even better, so the Decatur recruiters and the St. Louis USARMS scored a big success.



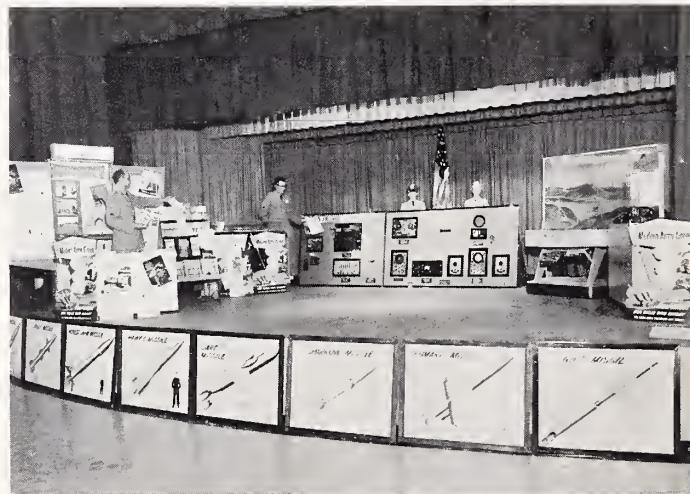
DURING THE NUCLEAR POWER EXHIBIT at Fairview Plaza, Decatur, Ill., WAC recruiters talking with visitors at the recruiting booth are (left to right) SP4 Shirley Casker and SP5 Flora Thompson of Fifth U. S. Army Recruiting District, and Sgt Eva Marrs of the St. Louis USARMS.

Newark Public Service Show

Fort Monmouth and Picatinny Arsenal contributed their latest electronic devices to make up one of the most impressive exhibits ever staged by Newark, New Jersey, recruiters. The occasion was the Annual (Live-Better-Electrically) Manufacturers' Exhibit sponsored by Public Service of Newark.

Recruiters Sgt Leonard Makowski, SFC Graham Newshafer and Sgt Laurence A. Keating assembled a recruiting exhibit in keeping with the electronics theme of the Public Service show. A telephone system involving audience participation and showing the evaluation of various circuits was provided by Fort Monmouth. An electronic panel illustrating a multitude of testing devices fascinated potential enlistees, and on hand for the subtle sales pitch following a captivating view of the electronic world were Sergeants Keating and Newshafer.

Outside the entrance to the show, Picatinny's gigantic missile display attracted hundreds of viewers. The display was converted for recruiting identification.



ELECTRONICS THEME of Annual Public Service Show in Newark, N. J., is carried out by Sgt Laurence A. Keating and SFC Graham Newshafer in Army Recruiting displays and literature.

Diversity of Publicity Achieves Results

A Certificate of Appointment as an Honorary Army Recruiter, signed by The Adjutant General, Department of the Army, was presented to a veteran newsman in Dallas, Texas.

William Allen Ward, Military Editor, *Dallas Morning News*, received the certificate making him an Honorary Army Recruiter. The document is signed by Maj Gen Robert V. Lee, The Adjutant General, Department of the Army.

Lt Col Russell E. Gray, commanding officer, Dallas USARMS, presented the certificate. In making the presentation, he said, "Mr. Ward has been a staunch supporter of the Army and has strived continually to bring the Army to the attention of the Dallas public."

Mr. Ward is credited with assisting the Dallas area recruiters who have maintained an over-all average of over 100 percent of their objective each month since December 1956. This represents approximately 33 consecutive months in which the Dallas USARMS has exceeded 100 percent of the assigned objective.

As a 40-year employee of the *Dallas Morning News*, Mr. Ward has handled military news for the past ten years. He is an active supporter of the Army and a favorite of area recruiters. When recruiters call on him he always finds time to talk shop and to advise and assist them in publicity matters.



MR. WILLIAM ALLEN WARD, military editor, *Dallas Morning News* (dark suit), holds a certificate appointing him an Honorary Army Recruiter. With Mr. Ward (front row, left to right) are Lt Col Russell E. Gray, commanding officer, Dallas USARMS, who presented the certificate, and Mr. John E. King, city editor. Back row (left to right) are SFC James W. Swofford, MSgt Jack L. Henderson, and SFC Joseph J. Timmons, all area recruiters.



Like This!



Army recruiters of the Fourth U. S. Army Recruiting District hold district awards received for outstanding achievement during Fiscal Year 1959. These recruiters obtained 150 percent or more of their objective for six consecutive months or longer during the year. Left to right, they are SFC Claude E. Hendry, SFC Ira J. Breaux, MSgt Arthur W. Martin, SFC Miguel Vergara, SFC Jake Carnes, MSgt Della R. Agee, MSgt Gudmundur J. Johnson, SFC Jack L. Henderson, MSgt Arthur F. Pickering, and SFC Lonzo Morgan. Col Garlen R. Bryant, commanding officer, Fourth U. S. Army Recruiting District, presented the awards at Fort Sam Houston, Tex.

every day is progress in the U.S. Army™						
See Your Local Army Recruiter						
RECRUITING SERVICE						

1960

JANUARY	FEBRUARY	MARCH
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	7 8 9 10 11 12 13	1 2 3 4 5 6 7
10 11 12 13 14 15 16	14 15 16 17 18 19 20	13 14 15 16 17 18 19
17 18 19 20 21 22 23	21 22 23 24 25 26 27	20 21 22 23 24 25 26
24 25 26 27 28 29 30	30 31 --- --- ---	27 28 29 30 --- ---
31 --- --- ---	--- --- --- --- ---	28 29 30 --- ---

APRIL	MAY	JUNE
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	8 9 10 11 12 13 14	1 2 3 4 5 6 7
10 11 12 13 14 15 16	15 16 17 18 19 20 21	9 10 11 12 13 14 15
17 18 19 20 21 22 23	21 22 23 24 25 26 27	16 17 18 19 20 21 22
24 25 26 27 28 29 30	28 29 30 31 ---	23 24 25 26 27 28 29
31 --- --- ---	--- --- --- --- ---	26 27 28 29 30 ---

JULY	AUGUST	SEPTEMBER
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	8 9 10 11 12 13 14	1 2 3 4 5 6 7
10 11 12 13 14 15 16	14 15 16 17 18 19 20	8 9 10 11 12 13 14
17 18 19 20 21 22 23	21 22 23 24 25 26 27	15 16 17 18 19 20 21
24 25 26 27 28 29 30	28 29 30 31 ---	22 23 24 25 26 27 28
31 --- --- ---	--- --- --- --- ---	25 26 27 28 29 30 ---

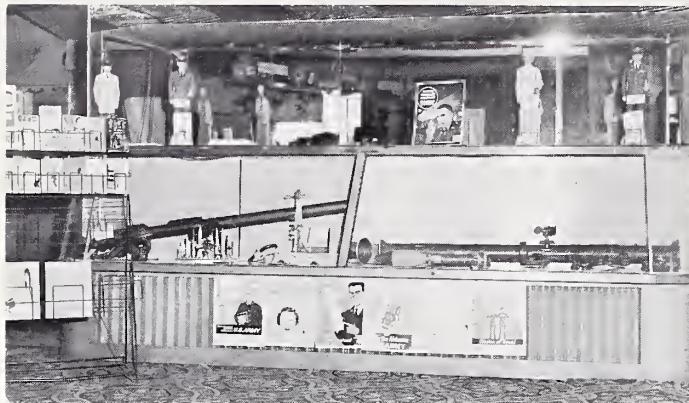
OCTOBER	NOVEMBER	DECEMBER
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3 4 5 6 7	8 9 10 11 12 13 14	1 2 3 4 5 6 7
10 11 12 13 14 15 16	13 14 15 16 17 18 19	10 11 12 13 14 15 16
17 18 19 20 21 22 23	20 21 22 23 24 25 26	17 18 19 20 21 22 23
24 25 26 27 28 29 30	27 28 29 30 31 ---	24 25 26 27 28 29 30
31 --- --- ---	--- --- --- --- ---	31 --- --- ---

see your Army recruiter
T O D A Y !

The American Printing Company, El Paso, Tex., furnished area recruiters with attractive wallet-size calendars at no cost to the government. One of the calendars is pictured in a front and back view. The obverse side, to the left of the dark center line, features a recruiting message, while the reverse side, on the right, contains the calendar. All copy is printed in blue with the Army Recruiting Service insignia authentically reproduced in red, white and blue.

←
Mrs. Jean Harris, KWKH, Shreveport, La., appears with 1st Lt Isabelle J. Swartz, WAC selection officer, Fourth U. S. Army Recruiting District. Career advantages offered by the WAC were discussed during a regular broadcast of "Open House," a program which features items of interest to women.

Things Are Happening All Over



The Boise High School ROTC and Idaho Army National Guard assisted the Boise, Idaho, Recruiting Station by generously loaning them many weapons for a U. S. Army recruiting display in the lobby of the Ado Theater in Boise during the showing of "A Private's Affair." Also, scale models of many weapons were loaned by the Whitney Toy Shop in Boise. Mr. Kenneth Mitchell, manager of the theater, 1st Lt J. A. Bongiordino, Boise USARMS, and Sgt Mark Kirkpatrick, recruiter, set up the showing. (Lt Bongiordino sends along the suggestion that toy stores are always willing to loan out toys for displays and many of the models are just the thing to liven up a display.)



PFC Nick Megliolo, staff member of the Recruiting Publicity Office, New York USARMS, puts finishing touches on "Queen of Bottles" display which will be exhibited all over the Metropolitan area. This diorama depicts an all-out attack by U. S. Infantry against a heavily fortified "enemy" hill. It is six feet long, two and one-half feet high, and three feet wide. It can be displayed in windows as is and has been exhibited in the Staten Island Ferry Terminal placed upon two wooden horses. The diorama was conceived by Lt Norman W. Merrill, recruiting publicity officer, and executed by him with the aid of Private Megliolo's artistic ability.



Mr. Charles P. Gordon, general manager of General Outdoor Advertising Company in Denver, Colo., is presented a Certificate of Appointment as Honorary Recruiter by Lt Col D. C. Wilson, Denver USARMS commander. During the past two years, Mr. Gordon has made available without cost several choice billboards for recruiting posters.



Maj George W. Clark, Jr., (left), commanding officer, Jacksonville, Fla., USARMS, presents a Certificate of Appointment as Honorary Recruiter to Mrs. Violet Boggs, Selective Service Board clerk in Clearwater, Fla., for her valuable assistance to local recruiter, SFC Edward M. Fulmer, who looks on.



Col Jeff F. Hollis (left), post commander, Fort Wayne, Detroit, Mich., is presented the Fifth U. S. Army Reenlistment Incentive Award for FY 1959 by Col Franklin R. Brickles, Fifth U. S. Army deputy inspector general, in the presence of (left to right) MSgt Ernest L. Defler and 1st Sgt Garland Moorefield of the U. S. Army Military Police Detachment; 1st Sgt Michael J. Coleman of the U. S. Army Garrison; and Capt John A. Aten, commanding officer of the U. S. Army Garrison, Fort Wayne.



Betting out all other Transportation Corps installations, the U. S. Army Transportation Terminal Command, Gulf, (New Orleans), placed first in the highest number of first term Regular Army reenlistments obtained during FY 1959. In a ceremony held in Building T-7 at Grovelly Point, Va., Maj Gen Frank S. Besson, Jr., chief of transportation, presented a commemorative plaque to the Gulf Command. Col Wolter D. Swonk, comptroller for the Gulf Command, accepted the award.

Better Training For Better Recruiters and Counselors

by

Capt E. R. Eichenberger
Chief, Procurement Branch
The Adjutant General's School, U. S. Army

A new combined five-week Army Recruiting and Career Counseling course has been established at The Adjutant General's School, U. S. Army, at Fort Benjamin Harrison, Indiana. On April 6, 1959, 25 recruiters and 17 career counselors began this new course.

The course established to train enlisted personnel in MOS 075.60 now covers both the recruiter and the career counselor. Since the Army is interested in obtaining quality enlistments and reenlistments, recruiters and career counselors must be of the highest caliber.

Each instructor in the Procurement Branch of the School's Personnel Management Department acts as an advisor to a group of 10 students in addition to his instruction duties. The advisor initiates and maintains a 201 file on each student assigned to his group. At the end of each week of instruction, the instructor-advisor examines the records of the students in his group and, if necessary, gives the student individual counseling. Each student may obtain assistance from his advisor at any time during the course.

The potential of each student is carefully examined. Academic excellence is not the sole criterion for judging the student's abilities. Other factors taken into consideration are his attitude toward the Army, the Recruiting Service and the course; his appearance; and his willingness to work during normal off-duty hours. In considering the student, his advisor asks himself this question: "Would I want to serve on recruiting and reenlistment duty with this individual?"

A teaching technique which has added to the effectiveness of instruction and enjoyment of the course is the "Buzz Group" system in which the class is divided into groups of five or six students each. Each "Buzz Group" has a new chairman each day who is responsible for guiding that day's discussion among members of his group and making his group's presentation to the class. An instructor may give a group from five minutes to as much as two hours to "Buzz" a particular problem. Each group discusses the problem and develops a solution agreed upon by all members of the group; then the chairman

presents the conclusion to the entire class. Every member of a class is given at least one opportunity to act as a group chairman.

Role-playing is another instruction technique used successfully at the School. Here students play actual roles as recruiters, career counselors, or prospects. The performance takes place on a stage designed to resemble a recruiting or reenlistment office, on which the recruiter/career counselor is furnished all the tools that he normally would have available in the field. While one student plays the role of the recruiter, another student plays the role of his prospect. After the scene is played, the performance is evaluated by the class. Role-playing requires each student to use practically all the material taught in the course as well as his knowledge gained through experience.

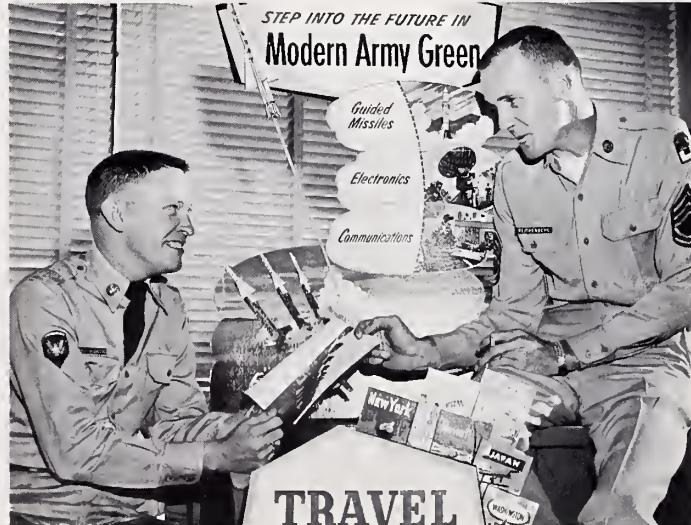
The purposes of the entire course are to develop each student's full potential as a recruiter or reenlistment counselor and to provide field units with skilled technicians fully qualified to perform this important service to the Army and the Nation.

New Prop For Re-Up



In a special drive to inform the Southern European Task Force (SETAF) personnel of the latest reenlistment benefits, the reenlistment office of Headquarters SETAF in Verona, Italy, has originated an information poster containing the latest facts. Capt Robert T. Sullivan (right), commanding officer, Headquarters Company, SETAF, discusses the value of the new poster with Sgt Felix A. Zolla, Headquarters Company reenlistment counselor. The new posters will be placed on unit bulletin boards throughout the SETAF command.

Talking It Over



SFC Thomas B. Reichenberg (right), newly-assigned reenlistment sergeant at the Army Signal Corps Depot in Tabular, Pa., chats with SP5 Donald L. Whitworth, who plans to sign up for six more years. Sergeant Reichenberg, an Army recruiting sergeant with a record of over 300 enlistments in three years, is the first reenlistment noncommissioned officer to be assigned to the depot. The sergeant thinks his success at recruiting is due to frankness and sincerity. "I tell the fellow or girl just what to expect," he says.

Beginning the Pipeline of Maintenance In Army Aviation

The Basic Maintenance Course

A pilot is no better than the plane under his control. He can only climb it so fast, maneuver it so much and fly it so far. What happens when the plane fails to respond to his control? Most likely he is in trouble—maybe the kind of trouble that will destroy him and his plane.

In order to help prevent this trouble from occurring, the Army Aviation School, Fort Rucker, Alabama, offers a series of technical courses for enlisted men in the maintenance field.

The Department of Maintenance of the School employs over 180 instructors — officers, enlisted men and civilians. Within the Department are trained the best aircraft mechanics in the world, who will eventually be sent throughout the world in support of Army Aviation.

Basic Division

The Aircraft Maintenance course (1-R-670) is the primary eight-week course given to all prospective aircraft mechanics. The Basic Maintenance Division, within the Department of Maintenance, is charged with the program of instruction.

A new Aircraft Maintenance course begins weekly, and the current enrollment per class is 44 students, broken down into two sections. For fiscal year 1960, 1841

students have been programmed for the course. The eight weeks cover 290 academic hours in maintenance subjects.

This course provides the student with basic maintenance knowledge, which will enable him to participate in the operation of Army airfields and airstrips. He will be able to assist in the servicing and general maintenance of fixed and rotary wing aircraft.

Many of the students report to the School with no mechanical experience—but with a healthy desire to learn. The majority (67 percent) joined the Army specifically to avail themselves of this training.

The Basic Maintenance Division has a staff of 100 instructors—officers, enlisted men and civilians. They work side-by-side with the students to prepare them for a job that cannot allow for errors.

The Branches

Within the Basic Maintenance Division are four branches under which the student receives instruction. Each is commanded by a branch chief.

The Forms and Records Branch instructs students in crash rescue, supply economy, introduction to the aircraft, history of Army Aviation, matter and basic theory

of flight, and the Army Aviation program.

The Aircraft Systems Branch teaches the fundamentals of electricity, carburetion, hydraulic systems and instruments.

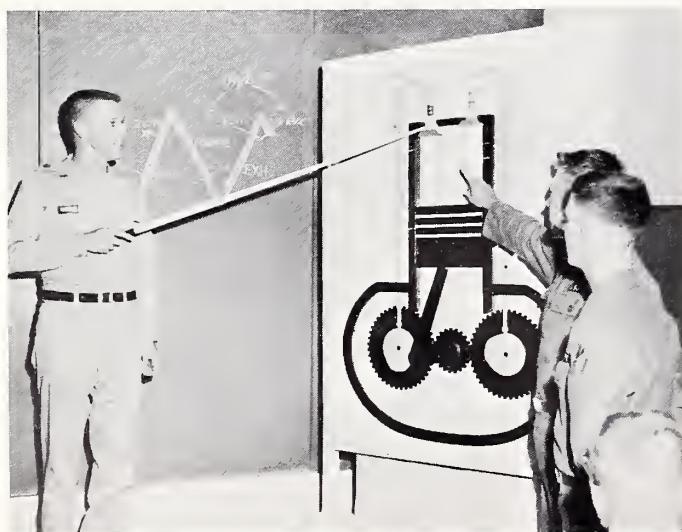
The Power Plants Branch instructs students in the functions and operation of propellers and the theory and operation of aircraft engines.

The Practical Maintenance Branch instructs in run-ups and inspections of fixed and rotary wing aircraft, aircraft structures, auxiliary ground handling equipment, weight and balance, and airfield operation.

The Course

Week number one introduces the student to Army aircraft—nomenclature and familiarization. A brief history and development of Army Aviation is given. Then a basic discussion of parts of aircraft and theory of flight is presented. This is followed by an explanation of the responsibilities of the Department of the Army in the maintenance of aircraft. Technical publications are introduced. The Forms and Records Branch is the primary authority during the initial instruction periods.

Week two gives the student his first taste of the physical body of the aircraft. The various systems which he'll have to



ENGINE PRINCIPLES—Lt. Ivan D. Butgereit, officer instructor, points out on a chart the basic parts of a cylinder and its functions. This class session is part of the instruction in the Power Plants Branch.



APU CHECK—The Auxiliary Power Unit goes to work to conserve the aircraft battery in this student-training scene during a practical exercise. Lt. Jonathan Fincke pilots the L-19 while two students perform their jobs.

know are discussed. This is where the Aircraft Systems Branch takes over.

First, the construction of the basic electrical circuit is explained. Then come conferences and practical exercises in wiring diagrams; classification of various switches; principles of the hydraulic system; and care and operation of instruments.

The third week finds the student studying the fundamentals of the operation of the pilot's magnetic compass. The flight controls are explained; as is the ignition system; the care and use of hand tools; types of bearings; power trains; components of the fuel system; and safety devices.

Going into the fourth week, the Power Plants Branch instructs the student in propeller operation and maintenance. He learns protective coating and anticorrosive measures. Then comes an insight into the grades of gasoline and oil required and substitutes authorized, plus the fundamentals of lubrication and servicing.

The aircraft power plant and engine conditioning are taken up next. This is the longest single block, encompassing 16 hours of conference time and 24 hours of practical exercise. The student studies the types and application of power plants in Army aircraft; nomenclature and functioning of component parts; engine theory and principles of operation; horsepower; engine conditioning; and identification of minor engine malfunctions.

The fifth week gives the student increased and more precise information and instruction in Army aircraft maintenance

procedures.

Here is where the Practical Maintenance Branch takes over. First of all, safety precautions are discussed and emphasized. The operation, inspection and service of auxiliary ground handling equipment are introduced into the course, then the familiarization of the principles of weight and balance. The student learns the authorized starting, run-up and taxiing procedures of fixed wing aircraft, followed by six hours of practical exercise.

Going into the sixth week, the student learns a few of the fundamentals of rotary wing maintenance. He learns to identify major helicopter parts. The types of rotor blades and tail rotor blades used on various helicopters are shown the student and demonstrated. The main rotor hubs are taken up. The cyclic, collective pitch and tail rotor control systems are discussed. Then the authorized starting and run-up procedures of rotary wing aircraft are demonstrated, with a 13-hour block in practical exercises following.

Going toward the "home stretch" in the seventh week, the student learns about aircraft plumbing and the aircraft structure. This includes familiarization with aircraft frames and types of structures, tools, special equipment, rivets, tubes, and other necessary parts.

In the final, or eighth week, some elements of fixed wing aircraft are discussed. An eight-hour practical exercise gives the student an opportunity to practice the preventive maintenance procedures he has acquired. The principles of wheel alignment including maintenance of fixed land-

ing gear are discussed next. Then the nomenclature of major fixed wing parts is reviewed. A practical application in the use of technical publications brings the course to a close.

Throughout the entire course, the student is given a series of examinations and critiques to evaluate his progress. A final eight-hour practical examination covering the entire course is given the student—this shows what he has accomplished in his entry course of eight weeks.

Besides the numerous "tools of the trade" which the mechanic student encounters in his eight-week course, there are two different types of aircraft which he becomes familiar with through practical work. They are the L-19 in the fixed-wing field, and the H-13 helicopter.

Upon completing the course, the student is honored at a graduation ceremony, where he is given the credentials of a qualified aircraft mechanic. Approximately 75 percent of the class will continue in one of the advanced maintenance courses offered at the School. After completing the advanced course, the mechanic will be assigned to a unit which will utilize his talents. Some may remain at the School to assist in the progressive aviation program conducted not only by the School, but by the Army Aviation Board and other agencies. Others will go throughout the world to serve Army Aviation.

Wherever they go, they will go with the knowledge that they are among the best-trained aircraft mechanics in the world—trained to keep Army aircraft performing their missions above the best.



TROUBLE SHOOTING—Thirty hours of training are given in test calls to familiarize students with the propeller and engine operation and maintenance of fixed wing aircraft. SFC Walter Orr (with white hat band) is instructor.



GROUND CHECK—An operational ground check of an H-13 helicopter is performed by basic maintenance students. SFC Eugene Gramling (sitting on the right in the helicopter) explains the operations to a student.

Prizes For Top Recruiters



SFC Millord Gambrell of the Rome, Ga., Recruiting Station is receiving award from Maj Tam B. Parris, commanding officer, Atlanta USARMS, for his outstanding performance in topping all Georgia recruiters in effecting 55 enlistments during the period from February through June 1959. Sergeant Gambrell attributes his success to good public relations, hard work and a good high school program.



Taps for two quarters pays off and wins Alabama recruiter a handsome prize. Maj Fred J. Corson (left), commanding officer, Montgomery USARMS, presents an engraved desk set to SFC John B. Sullivan, Birmingham, Ala., recruiter. Sergeant Sullivan led all recruiters in the Montgomery USARMS area by obtaining the highest number of enlistments for two consecutive quarters to walk off with the coveted prize.

Sixth U. S. Army Enlistment and Reenlistment Activities



From Camp Hanford, Wash., near the Atomic City of Richland, came a Nike-Hercules exhibit which was viewed by 38,000 people at the Grant County Fair. The exhibit is manned by a team commanded by CWO Crupe (center) assisted by Sgt Shelman (right), A Battery, 1st Missile Battalion of 52d Artillery Group, and SFC William H. Matherly III, Spokane Recruiting Detachment, stationed at Moses Lake, Wash. The missile display, amid the aura of the Old West, presents an interesting contrast between the atomic and horse-drawn ages.



Patches—old, new, barrowed and even blue—decorate the walls of the 4th Brigade Career Counselor's office at Fort Ord, Calif. They are collected by MSgt George R. Finley, who has been assembling the collection for only four months. More than 110 different unit insignia, gathered in connection with his reenlistment activities, are displayed. His objective is to complete the collection to include Army and Air Force insignia of all sizes, shapes and descriptions. Any donations to the growing collection will be gratefully accepted.

Topping All Records

The result of months of vigorous publicity efforts and hundreds of visits to beauty salons, junior and business colleges, unemployment offices, and high school counselors is a record of which the WAC recruiting team at the Jacksonville, Florida, USARMS can be proud.

This team comprised of 1st Lt Regina H. MacGregor, Sgt Mildred A. Weeks, WAC recruiter, and nineteen hustling male recruiters accomplished a goal that has never before been equalled in the

history of this RMS—enlisting eight Wacs in any one month.

The accomplishment of this feat also gained this happy crew another honor—TOPS in Third U. S. Army area in WAC enlistments for the same month. Too, the fellows are crowing about the fact they were NUMBER ONE in Third U. S. Army area in male enlistments obtained.

Lieutenant MacGregor and Sergeant Weeks have visited and presented programs with recruiting films and talks in virtually every high school and college in their area in the past year.

Lieutenant MacGregor said, "The support we have received from the recruiters in the field has been outstanding and we must depend on them now and in the future for their continued support." She added, "The support received from Maj Mildred Bailey, Third U. S. Army WAC selection officer, has been excellent and has done much to further our efforts here in the field."

Many of the programs initiated in the Jacksonville USARMS area to further WAC procurement have been gained by exchanging ideas with other "lady recruiters" across the country.

U. S. Army

People, Products and Progress

The U. S. Army Recruiting Service Educational Convention exhibit booth, an A-1 Public Service exhibit, was recently on display on the concourse of the Pentagon, where it was viewed by the thousands of military and civilian employees of that colossus, as well as by thousands of visitors on tour through the building.

Under the direction of Colonel Robert W. Sylvester, AGC, chief, Educational Liaison and Training Section, MPPD-TAGO, this booth has appeared at many conventions and seminars of educators and educational career counselors throughout the United States.

Familiarization with and understanding of the role of education and training in the Army are the purposes of this booth. At the same time it arouses interest and educates the educators in what the Army can offer to the young men and women of the Nation through enlistment.

Handouts, displays and film are utilized wherever the booth is exhibited.



MSGT CHARLES E. JENSEN, JR., recruiting zone commander, Washington Area, Baltimore, Md., USARMS, is taking his tour of duty at manning the booth during its stay on the Pentagon concourse.

Strategic Spots for Signs



When the circus ushered in the Fall Season by setting up shop on a space near the Montgomery, Ala., USARMS, 1st Lt Lon S. Meyers (right), operations officer, Montgomery USARMS, and SFC Paul J. Haddax of the Montgomery downtown Recruiting Station, set up the current A poster at the only entrance from town to the circus grounds where an estimated 10,000 people were informed of the Army's Graduate Specialist Program.



Mr. Louis Fuhrer, co-proprietor of Bergen Music Shop, Teaneck, N.J., admires a new recruiting poster for Army Bandsmen distributed by MSGt Lloyd Miller, U. S. Army recruiter, Hackensack, N.J. Qualified musicians with a minimum of two years of experience may obtain assignments at Gavernars Island, N.Y.; Fort Dix, N.J.; and Fort Devens, Mass.

NACOM Reenlistment Conference

More than eight score of reenlistment officers and NCO's from all of Northern Area Command's posts, sub-posts, and attached and assigned units attended the annual NACOM Reenlistment Conference at Frankfurt, Germany.

Maj Gen Ralph R. Mace, NACOM CG, opened the conference. In a short talk before the 176 assembled career counselors, he stressed the importance to the Army of retaining qualified personnel.

The conference held at Frankfurt's Idle Hour Theater, was the largest of its kind held in NACOM and is dwarfed only by the USAREUR Reenlistment Conference of July 1957.

The day-long program included talks by Capt A. F. Anello, NACOM Reenlistment Officer, and members of his reenlistment staff, as well as films, and explanations on the use of training aids.

Among the topics covered were reenlistment options, facts on the Army enlisted career field, and the use of reenlistment data cards.

The purpose of the annual conference is to refresh the minds of reenlistment personnel in the field on the importance of the program.

This year's NACOM conference was organized and presented under the supervision of MSgt E. L. Simianer, the command's senior reenlistment NCO.

I can help you
plan your future.
Army Career Counselor

Television Coverage Is Tops



Publicity hit a new high in coverage prior to opening of the South Alabama Fair at Montgomery, Ala. Good relations paid off with WSFA-TV, one of Alabama's most powerful TV stations. When the station manager was informed that the Nuclear Power Exhibit from Cameron Station was arriving before the Fair's opening, he arranged to put the exhibit on Idell Brooks' popular "Party Line" program. With Idell Brooks is Sgt Donald Modena of Cameron Station who explained the details of the exhibit to thousands of viewers throughout Central and South Alabama.



Television Station WSAU-TV, Wausau, Wis., devoted an entire 15-minute time slot of the program "Stop, Look and Listen" to an explanation of Army missiles. MSgt Martin Graf, Wausau recruiter, describes scale models of all Army missiles and a full-size replica of Explorer I to Mr. Don Carroll, MC of the program. In addition to carrying occasional live shows for the Army recruiter, WSAU-TV also carries "Big Picture" and "Command Performance."

Recruiters Cut Telephone Bills With Tape

Saying has it there are three good ways of getting the word out—telephone, telegraph, and tell-a-woman. Headquarters Second U. S. Army Recruiting District has devised a fourth. This "new" method is the use of audio recording tape.

The use of tape does not mean telephone calls are "out" with Second Army recruiters; it means that only the most urgent business is conducted on the telephone while less urgent matters can be relegated to tape—items which require outlines and explanations, particularly the CO's pep talks.

This use of audio tape was instituted in July 1959. The radio department of the recruiting district's Special Projects Office, with its specialized technical facilities, supplied a ready-made means of accomplishing this assignment.

At weekly command conferences, the CO of the Second U. S. Army Recruiting District gathers information on matters he wishes to discuss with main station commanders. Then, prior to recording time, he consults again with staff officers for specific material to be included in his message.

With all the necessary information at hand, the recording session begins, and the Colonel starts his informal talk with the familiar "Good morning, gentlemen.

"How's everything going?" For 30 minutes he outlines, discusses, thinks out loud, expresses new headquarters policy, and "gives 'em hell" where it's needed. A playback prior to mass reproduction allows for an accuracy check and the inclusion or omission of afterthoughts.

At this point, the tape is reproduced and a master put on file. The taped messages leave headquarters the afternoon of the day they are recorded and reproduced.

When they are received at the Recruiting Main Stations, the tapes, marked "for immediate delivery to the RMS commander," are played back immediately by the station commanders.

In most cases the listening session includes the entire staff who, through the course of the tape, make notes for later discussion. Having heard the taped message, the station commander confers with his staff and a reply is formulated.

And within a day or two the station commander has his reply tape in the mail.

The reply, once received, is delivered to the CO. He listens to the master tape and then the reply. In many instances, the headquarters staff listen in and reply to problems that affect them.

This method of communication allows a closer relationship between the field and the home office, and is expected to save

hundreds of dollars annually by eliminating many telephone calls and even an occasional personal visit.

During its first half-year of operation, this "new" means of communication has brought much praise from the station commanders—praise not only for the money saved, but for allowing the station commander a greater voice in his organization.

With a seven-state operation to direct, the headquarters has molded an important part of its operation, communication, into the framework of modern-day business administration.

In The Public Interest

Sponsored by 41 business firms of La Crosse, Wisconsin, was a full-page ad that appeared in the *La Crosse Tribune*, an outgrowth of the newspaper mat "Choice not Chance" and material from various recruiting booklets. The ad was created by La Crosse recruiters, SFC Albert B. Ohmann and SFC John W. Johnson.

A second noteworthy report from the Minneapolis USARMS on the same newspaper mat, "Choice not Chance," concerns a speed record. SFC Anton C. Brekke of Rochester, Minnesota, took the original mat to the Winona *Daily News* and in just four hours had enough support to sponsor the full-page ad.

Sorry we can't reproduce this interesting ad—reduction in size would ruin the copy.

"The Army Recruiting Special"



MR. ELIAS CODD (center) receives Certificate of Appointment as Honorary Recruiter from Lt Col Gerold M. O'Neill, Richmond USARMS commander, with SFC Louis N. Almeleh looking on.

The Follow-Up

What becomes of the prospect after you have met him, brought him into the station, seen him sworn in and safely on his way to basic training? Do you know? Do you care?

Remember the young man is going to think of you often during these important first days of his contact with the new world into which you have placed him. After awhile, when he has made friends in his organization, when the strangeness of it all has had a chance to wear off, when he emerges from the awkward stage and definitely begins to shape up as a real soldier, it may be different.

But at the outset of every recruit's military career, he can use your friendly counsel. Obviously, it is impossible for every recruiter to keep in close touch with the many men whom he may induce to enlist, but there is one highly important thing he can do.

The recruiter can assure the newly enlisted man that he is really concerned about his career as a soldier, and should impress upon the new soldier that he wants to hear from him, whenever the youth feels moved to write.

Treat every recruit you enlist as though he were your own "kid brother" and you can't go wrong. It may mean the investment of a few pennies in postage, but it will return rich dividends in more ways than one.

Mr. Elias Codd, one of America's top bond salesmen, was again recognized for service to his adopted country. The owner of a delicatessen in Norfolk, Virginia, Mr. Codd was appointed an Honorary U. S. Army Recruiter with Lt Col Gerald M. O'Neill, Richmond USARMS commander, making the presentation.

Mr. Codd was honored by the Army for his outstanding contribution of facilities, time and effort on behalf of the Norfolk Army recruiters. For several years, SFC Louis N. Almeleh, publicity coordinator in Norfolk, has had permanent recruiting displays in Mr. Codd's front store window. Sergeant Almeleh also credits Mr. Codd with having interested numerous young men in Army careers.

Prior to his official recognition as an Army booster, Mr. Codd was primarily known throughout Norfolk for his patriotic service to his country as a top war, defense and savings bond salesman, for which he has received numerous awards from the Treasury Department. Since the beginning of World War II, Mr. Codd personally has sold more than four and one-half million dollars worth of these securities.

A World War I veteran, Mr. Codd is happy and enthusiastic about being associated again with the Army and in particular with Army recruiters. Famous for his sandwiches, he has created a special sandwich in honor of Army recruiting known as "The Army Recruiting Special." It's a delight for any gourmet.

Fort Monmouth MP Program Stresses Reenlistment

The Fort Monmouth, New Jersey, Military Police Company celebrated the 18th Anniversary of the Military Police Corps in September with an eye toward the Army's reenlistment program.

When plans were being formulated for the anniversary program, MP Company commander, Capt Francis J. Coyle, requested aid from the Fort Monmouth reenlistment officer for the celebration. Capt Alf M. Berg, Post reenlistment officer, contributed a complete reenlistment display and took an active part in the ceremony.

A large weather balloon marked "18th Anniversary—Military Police Corps—Re-Up Army" was flown outside of the MP barracks during the fete. Open house was held at the barracks as the Military Police showed the public and their guests various techniques and equipment used in police operations.

The first exhibit that was seen by most of the visitors, however, was not a Military Police display. As the guests entered the foyer, the first demonstration to be seen was a large reenlistment exhibit manned by SFC Emmett L. Dixon, Fort Monmouth career counselor.

"We need topnotch and experienced men in the Military Police Corps," said Company Commander Coyle. "That is why I thought it only appropriate on the occasion of our ceremony to stress the re-

cruiting drive and the benefits given to each man accepted into the Regular Army," he added.

"Reenlistment is a command function," remarked Captain Berg, "and Captain Coyle has demonstrated one way that the commander of a small unit or large organization can aid in the program. All commanders could take note of this ceremony and effort and either incorporate the same idea or similar methods to aid in the Army's drive for better men in a better Army."



SFC EMMETT L. DIXON (left), Fort Monmouth career counselor, and SP4 Robert E. Palmer fly weather balloon outside MP barracks during open house celebration.

Army Nurse Corps Activities



The first graduate of St. Francis Hospital School of Nursing, Evanston, Ill., to be commissioned in the Army Nurse Corps since 1952, 2d Lt Rosemary Bojanowski is trying on an Army Nurse Corps cap for size. The cap belongs to Maj Isabelle Curran (right), Army Nurse Corps counselor, Fifth U. S. Army Headquarters, who administered the Oath of Office. After orientation at Brooke Army Hospital, Fort Sam Houston, Tex., Lt Bojanowski will be assigned at Walter Reed Army Hospital, Washington, D. C.



New emphasis has been given the Student Nurse Program in the area of the Greensboro, N. C., Recruiting Station with the enlistment of Miss Ann Brown and Miss Carolyn Harris (standing left to right, in uniform) in the WAC Reserve during their senior year at the High Point, N. C., Memorial Hospital. Miss Frances Burgess (seated right), director of nursing, is chatting with Capt Florence A. Grillot, Army Nurse Corps counselor, Third U. S. Army, while many "off-duty" student nurses, whose interest was aroused by the enlistment ceremony, look on.

AMSC Represented At Conference



Maj Mary Lipscomb, Army Medical Specialist Corps counselor in Fifth U. S. Army area, talks with visitors at the Army Medical Service booth during the 42d Annual Conference of the American Occupational Therapy Association, held in Chicago. The booth points up "Expired Air Resuscitation," more commonly known as mouth-to-mouth resuscitation, now recommended by the American Red Cross as well as the military services as the best life-saving technique.

WAC Display At Stadium



Strategically located in the main foyer of the Milwaukee County Stadium (Wisconsin), this Women's Army Corps display, designed by the Harwig Display Company, Milwaukee, and shown in space donated by this company, proves a real eye-catcher. The display which measures 5x10 feet is enclosed in glass. The stadium, home of the Milwaukee Braves baseball team, plays host to professional football, musical events, and various functions which draw 3,000,000 people a year.

Grade A Advertising



←
Mr. Milford J. Faellger, vice president and general manager of the Claverleaf Dairy, Newport, Ky., and MSgt Reuben A. Poland, Newport recruiter, admire a new milk carton advertising Army careers. The dairy distributes approximately 30,000 of these cartons daily and has no plans to change the design in the foreseeable future.

→
Maj Florence P. G. Moody, chief of WAC recruiting in New England, New York and New Jersey, explains the advantages to be gained by enlisting in the Women's Army Corps to WJDA announcer, Nelsan Bragg, on program "Easy Listening." This program is beamed throughout the South Shore of Massachusetts from the studio located in Quincy. Arrangements for Major Moody to appear on radio were made by MSgt George Motto, station commander in Quincy.

On The Air



Recruiting

Serving with Sullivan

"Not As A Stranger"

By SFC Charles J. Sullivan

Have you ever taken time to pause in a busy public place just to watch the crowd go by? If so, you probably know what a fascinating pastime it can be trying to imagine the various cultural and professional backgrounds of the passers-by. Of course, it is impossible to judge accurately by appearances alone, but it is still fun to try.

Take this fellow coming now, for instance. With such expensive clothes and intelligent face, he could pass for a respectable businessman—but, let's face it, he could also pass for a racketeer.

Well, let's try someone else. Ah, here comes a fellow easily classified. You can tell by his clothes and the easy positive

way he carries himself through the crowd that, obviously, he is a man of the world. Look, now he is smiling at those cute girls and they are smiling back. Boy, what confidence! Acts as if he knows everyone. Oh, oh—that little old lady just stopped him to ask directions. Why do you suppose she picked him out of the crowd—actually went out of her way to do so. Well, no doubt she feels she knows him too. After all, it is not as though he were a stranger in that United States Army uniform.

As a matter of fact, the uniform tells a great deal about a soldier. For instance, we can be reasonably sure that he has no criminal record and that he is physically and mentally healthy. His stripes denote the approximate degree of responsibility entrusted to him as well as his earning power. (When his benefits are included,



his earning power is well above the national average.) His ribbons testify as to where he has been in the world and his "hash marks" say for how long. His uniform indicates that his is the most noble of all professions, that of defending his country, and that he is trained with a discipline which, in most emergencies, makes him react in the best interest of society. He is a living symbol of America's strength and determination to defend its way of life.

He holds a position of high responsibility and comparatively high esteem in the eyes of his countrymen.

He may be many things to people with different points of view, but one thing is certain, a good soldier is always welcome among all of his good fellow citizens as a true friend—not as a stranger.

It's Recruiting Time



The new Waltham wotch SFC Joseph Barbero proudly displays is the annual award given to the "Top Recruiter" in New York City. Influenced by Sergeant Barbero's straight shoulder-to-shoulder way of speaking, 131 young men have answered Uncle Sam's call to "Go Army" from July 1958 to July 1959. On the Sarge's right stands his lovely wife Moneque, and on his left the pretty Jeanne Baird of the TV show "Pantomime Quiz," who presented the award.

It's Loaded With Selling Power



The old adage about building a better mousetrap came true at Fort Ord, Calif., the first week that the Department of the Army's new policy on first-term Regular Army reenlistments went into effect. A baker's dozen of eager first-termers lined up in front of the RE-UP office to take advantage of the new regulations which allow early discharge and selection of any option for which they qualify, such as service schools, oversea assignment, assignment career group, another post, or their own vacancies.



U. S. ARMY RECRUITING PUBLICITY 'PROPS'



ATTENTION: Recruiters are asked NOT to write to The Recruiting Publicity Center, New York, for any sales aids, radio or television materials, or any other media emanating from MPPD-TAGO, but to make all requests through channels to The Adjutant General, Department of the Army, Washington 25, D. C.; Attn: AGSN, in letter form. MPPO's and RMS commanders should screen these requests for unusual amounts and requests should be consolidated as far as possible. MPPD-TAGO has been receiving individual requests from the field for advertising media far in excess of requirements.

U. S. Army Ads—December 1959

Opportunities For High School Graduates

(Full Page—Dualane)

It Happens Before Enlistment

Scholastic Magazines—Dec. 2-9

(Senior Scholastic, Practical English & World Week)

Science World—Dec. 9

National Future Farmer—Dec. and Jan.

Opportunities For Specialist Training

Choose It Yourself Before Enlistment

Motor Life

Sport

Electronics Illustrated

WAC Officers

(Full Page—Black and White)

Meet A Young Executive

Journal of College Placement

Dental

(Full Page—Black and White)

Open Wide, WORLD WIDE!

Journal of American Dental Association

Dental Students

Nurse Corps

The Army Likes The Woman in White

Journal of College Placement

Army Medical Specialist Corps

How To Help Yourself TO HELP OTHERS

American Journal of Occupational Therapy

Your Students Grow Professionally

Journal of College Placement

Lawyers—Judge Advocate General's Corps

Graduate Lawyers! You Tackle Important Cases . . .

American Bar Association Journal

The Student Lawyer

Reenlistment

(Full Page—Black and White)

Leadership Counts When You Talk Up Re-Up

Army Times—Dec. 5

Leadership Counts When There's A Late Jab To Do

Army Times—Dec. 19

(Full Page—4 Color)

DYK 60-3 (Shoulder Fired Missile)

American Armed Forces Features

Props In Production

DO NOT request any of these materials until after you have received your automatic distribution or they have been listed below as "Now Available For Requisitioning From MPPD-TAGO."

In Production For Automatic Distribution Later

Window Card Frames

WAC Enlisted Direct Mail Piece

Helping Youth Face The Facts Of Military Life

Straight Talk About Staying In School

Pocket Guide for MOS Option Folders

Reenlistment Booklet, "A Word to the Wives"

Scotchlite Camden Frame Inserts and Suggested Uses Memo

Army Occupations and You

For Men Only—Airborne Booklet

This Is How It Is

Visual Recruiter Insert Card

For High School Grads and Seniors Only (direct mail piece)

Newspaper Mats

The Army and Your Education

Electronics—option folder

Military Crafts—option folder

Precision Maintenance—option folder

Electrical Maintenance—option folder

Graphics—option folder

Combat Specialties—option folder

General Technical—option folder

Recruiter Ammunition Kit

Combat Specialist booklet

USARADCOM—option folder reprint

Enlisted Pay Folder

Pick Your Vocational Training

Shells for "Reenlistment Interview Guide"

Special For High School Graduates and Seniors Only

WAC Reenlistment Booklet

Clerical—option folder

Motor Maintenance—option folder

In Production For Ordering From Stock Later

Special Forces—option folder

Intelligence—option folder

U. S. Army Security Agency—option folder

MOS Charts (small)

The World Is Waiting folder

Sorry I Missed You (recruiter calling card)

TAKE ONE racks (table and floor model)

RE-UP Army Vehicle Decal

Male Enlisted Die-Cuts, 67" Summer and Winter uniforms

Male Enlisted Die-Cuts, 21" Summer and Winter uniforms
WAC Enlisted Die-Cuts, 21" Summer and Winter uniforms
WAC Enlisted Die-Cuts, 67" Summer and Winter uniforms

WAC Officer Procurement

The booklet *Executive Wanted*, which has been used in WAC Officer procurement for the past four years, is being replaced by a new booklet, as yet untitled. Target distribution date is early April 1960.

The new booklet will be four-color, and will feature the new green uniforms. The text will attempt to answer the question "What Do WAC Officers Do In The Army." It has been written by the Assistant Travel Editor of *Mademoiselle*. It is expected it will be approximately 48 pages, of coated paper, and will be designed on a horizontal axis, as *Executive Wanted*, but will measure 7" x 9½".

A companion piece to the booklet, designed as a four or six panel folder, will be distributed to the Recruiting Service simultaneously with the booklet. It will cover both the Direct Commission and the College Junior programs. It will substitute for the current *Prevue* folder, which explains the College Junior program, and will also serve as a brief information "teaser" for both programs. It is anticipated that this folder can be used as a direct mail piece for any segment of the market, in or out of college. It will be designed so it may be folded to be directed to a specific market, and a matching "memo" included, so the recruiter may personalize it by addressing it to the individual. A space will be provided so it may be returned to the recruiter if additional information is desired. It can be used for any mailing lists available, saving the big booklet as the follow-up item for those who evince some interest. With the memo attached, it can also be used as a follow-up for those prospects who have completed the College Junior program.

Now Available for Requisitioning From MPPD-TAGO

(Options)

STRAC option folder—LB-694
Airborne option folder—LB-695
Travel option folder—LB-696
U. S. Army Bands option folder—LB-466 Rev 2
Fact sheet for new MOS options—93-128

(General)

Military Service Ahead—91-20
Insignia poster—87-36
Meet The Modern Army—LB-615
Instruction Book for MOS charts—LB-433
Pioneers in Space (car card)—82-548
TV slides, 35mm, Choose Your Job Training In Modern Army Green—87-34
I'm Your Army Recruiter (window card)—83-604

(Vocational Training)

Pick Your Vocational Training—810-222
Be A Graduate Specialist, 11 x 14 car card—812-278
Pathway to Maturity—75-510
Newspaper Mats—712-344
Direct Enlistment For USARADCOM fact sheet

Women's Army Corps Materials

WAC Enlisted, direct mail piece—C-32
The Job That Has Everything—710-216
Executive Wanted, WAC Officer—LB-476-Rev

Executive Wanted (folder) LB-500
Women's Army Corps—810-216
Your Ticket To World Travel—811-246
Careers For Women In The Armed Forces (DACOWITS)—LB-575

Reenlistment Publicity Materials

RE-UP Army Bumper Stickers—710-248
Replacement Cards For Reenlistment Interview Guides—84-116
Career Counselor, 11 x 14 window card with easel—83-632
The Army As A Career—810-208
All Present Or Accounted For (booklet) (Presentation guide for the film of the same title)—82-546
90-Day Wondering (handout)—810-168

Advertising Tear Sheets

Just what are you doing with the tear sheets of U. S. Army recruiting ads that appear in national media? Have you thought of posting them on the walls of your station so that potential recruits may read them while they are in your office? Possibly you can obtain window space along a busy street and use these informative and attractive ads to further Army recruiting. This publication would like to hear and have photographs from recruiters who have used these tear sheets in some out-of-the-ordinary way.

Do not use these tear sheets as handouts.

Coming: 2 Big Guns For Your Recruiting Arsenal

Two new booklets are on their way to you—both designed to be big helps in your recruiting program. You'll soon be receiving the brand-new *Meet the Modern Army*, along with the revised *This is How It Is*.

Meet the Modern Army is a booklet that meets today's youth on its own terms. Readable and informative, it tells them what they want to know in a straightforward style. Besides giving general information about today's Army, it specifies individual roles that young men can play in its development. "Choice—Not Chance," that's the Army way. And *Meet the Modern Army* tells *how*—in detail. The Graduate Specialist Program and the Choose-it-Yourself Vocational Training System are thoroughly explained, both emphasizing the element of personal choice. Because never before has personal choice for career training been as outstanding as it is right now in the Army—and that choice is guaranteed *before* signing the dotted line!

The many special services and programs available are also explained here—programs like the Army Band, Airborne, Army Security Agency, Army Intelligence, Army Air Defense Command, and others. All in all, *Meet the Modern Army* gives a pretty concise catalogue of the men and machines that make today's Army truly modern.

This is How It Is has just been revised—and this is *what* it is: an informative rundown of a recruit's first months in the Army, from the time he enlists till the day he stands at proud attention in the regimental review. Every new soldier will enjoy the pleasant, personal tone of *This Is How It Is*; it's designed to put him at ease, and he'll find it answers many questions before he even has need to ask them. We hope *you'll* find both these booklets a help to your recruiting plans. They're timed to meet the coming batch of winter and spring high school graduates—You'll find them good tools for good recruiting.

(Continued on page 22)

Publicity Props

(Cont'd)

Radio

Transcribed Weekly Programs

Army Bandstand

A very popular 15-minute program designed for young America listener appeal. It features the music of the U. S. Army Band Orchestra conducted by Major Hugh Curry. On alternate weeks music makers such as Bobby Hackett, Richard Hayman, Jonah Jones, Art Mooney, etc., climb aboard the *Bandstand*. Tunes and talent appearing on December's programs are:

Program 78 for release week of December 7 features the U. S. Army Band Orchestra and guest star U. S. Army PFC Steve Lawrence. Steve sings *All Of My Life* and the U. S. Army Band Orchestra plays *Satin Doll*, *Tea For Two*, and *Take The "A" Train*.

Program 79 for release week of December 14 features Bobby Sherwood and his orchestra. Selections include *The Lady Is A Tramp*, *There's A Small Hotel*, and *I Could Write A Book*.

Program 80 for release week of Decemebr 21 features the U. S. Army Band Orchestra and PFC Steve Lawrence. Selections include *The Eagle Screams*, *Too Marvelous For Words*, and *How High The Moon*. PFC Lawrence sings *You're Nobody Till Somebody Loves You*.

Program 81 for release week of December 28 features Bobby Hackett and the orchestra. Selections include *Davenport Blues*, *Bernie's Tune* and *Stompin' At The Savoy*.

Country Style, U. S. A.

This program, currently broadcast by 1,871 radio stations throughout the United States, features some of the topnotch Country and Western artists. The talent for the month of December includes Joe Maphis, Martha Carson, Faron Young and Mitchel Torok.

Program 225 for release week of December 7 features Joe Maphis. This show includes *Tell Her Lies And Feed Her Candy*, *Nine Pound Hammer*, *Fire On The Strings*, and *Worried Man Blues*.

Program 226 for release week of December 14 features Martha Carson with guest Billy Byrd. Martha sings *Rock A My Soul*, *Light Of Love* and *I Feel It In My Soul*. Guest Billy Byrd plays *Hey Good Lookin'*.

Program 227 for release week of December 21 features Faron Young with guests The Jordanaires. Faron sings *I Won't Have To Cross Jordan*, *What Can He Do* and *Alone With You*. The Jordanaires sing *Workin' On A Building*.

Program 228 for release week of December 28 features Mitchel Torok. Mitchel sings *Hootchy Kootchy Henry From Hawaii*, *Drink Up And Go Home* and *Frankie and Johnnie*. Guest "Texas" Bill Strength sings *Six Fools*.

Steve Lawrence Show

This transcribed 15-minute series features PFC Steve Lawrence spinning hit tunes of the day and visiting with prominent guests such as Andy Williams, Jimmy Palmer, Stan Kenton, Vincent Lopez and others. The second set of this series was delivered to radio stations last month in a package of 14 shows.

Army Hour

The *Army Hour* will present a special Christmas program called "Soldiers Sing of Christmas." This broadcast features the United States Army Chorus directed by Captain Samuel Loboda. It tells the story of Christmas as it may have been observed by our soldiers during our major wars from the War of the Revolution to Korea. Christmas songs, old and new, are heard on the program from "O, Little Town of Bethlehem" to "Dreaming of a White Christmas."

Other features to be presented on the *Army Hour* during December include a pickup from the Pentagon Courtyard during the Third Annual Civilian Awards ceremony where the Secretary of the Army, the Honorable Wilber M. Brucker, presents the highest cash award ever given, \$25,000 divided among five employees of the Diamond Fuze Ordnance Corporation. Then there will be a story from Okinawa on a special unit of highly skilled soldiers whose job it is to dispose safely of live ammunition.

To get a good look at the Army's first Lacrosse missile battalion, the *Army Hour* presents a report direct from Fort Sill, Oklahoma. And then a story in a lighter vein, as we learn how a private first class came to be ringmaster at the swank Washington International Horse Show.

The *Army Hour* is broadcast over the Mutual Network and 325 non-Mutual stations and is heard also over 125 AFRS stations overseas.

Disc Supply Exhausted

The supply of the RCA Gold Standard Series and Million Seller Series is now exhausted and no reprints are contemplated. However, these records are in many radio station libraries and should give the Recruiting Service lots of mileage in the future.

Network Programs

(These programs are listed for informational purposes only; not available for requisitioning)

At Ease

Saturdays 1835-1855. The U. S. Army Band Orchestra and Chorus sing and play everybody's favorite mood music over The American Broadcasting Network.

Songs by Steve Lawrence

Saturdays 1130-1200. (New York broadcast Sundays from 0815-0845 hours.) Featuring songs by Steve Lawrence and music of the U. S. Army Band Orchestra under the direction of Major Hugh Curry. Over The Columbia Broadcasting System.

Films

Signal Corps—New Releases

I & E Sportsreel

AFIF 239, 19 min., 1959, black and white.

Horse Racing—Wood Memorial, Kentucky Derby and Preakness; Alex Olmedo; Bike Racing; Marathon; Track; Killebrew.

I & E Screen Magazine—Issue No. 571

AFSM 571, 20 min., 1959, black and white.

What's New In The Service—C-130 plane tested with skis; A date with liberty—Veto of Lusk Bill; North of 53—feature on Alaska.

"Operation Danville"

Filmed For THE BIG PICTURE

Seven hundred troops of an "aggressor" army occupied the City of Danville, Virginia, this past month as part of maneuvers designed to display the versatility of the Strategic Army Corps. Aggressor troops arrested the mayor, city manager, members of the council, and other city officials.

They were liberated later by friendly troops of the 82d Airborne Division who parachuted into the area, engaged the enemy, and won after a pitched battle.

On hand to give maximum motion picture coverage to "Operation Danville" were cameramen from the U. S. Army Pictorial Center. Their mission: film a complete pictorial report for an episode on THE BIG PICTURE.

"Not since the filming of 'Ottumwa, USA,' in Iowa which won a Freedoms Foundation Award in 1958, have Signal Corps cameramen been dispatched with such enthusiasm," said Col John O. Weaver, chief of the Troop Information Division, Office of the Chief of Information, and executive supervisor of all BIG PICTURE productions.

On hand to move the production shooting off the ground were Warren Kiefer, writer, and host MSgt Stuart Queen. Working closely with Army recruiter, MSgt Ernest Hawkins, NCOIC of the Danville Station, they visited local civic leaders and spoke before the Board of Directors of the Chamber of Commerce on plans for the actual filming and future "world premiere" to be held in Danville.

In a letter addressed to Mr. Bert Flowers, president of the Danville Chamber of Commerce, Colonel Weaver wrote:

"As for the completed picture itself, we feel it will be something from which we both can derive great satisfaction. Its showing will not only give the American people a clearer picture of their Army's modern techniques, professional competence, top quality troops and essential role in national security, but also it will display the progressive spirit, readiness to cooperate and patriotic dedication to the welfare of all that is so evident in the leadership and people of Danville itself."

As a result of the pre-planning visit which lasted for only a 46-hour period, Sergeants Hawkins and Queen were interviewed on local Radio Stations WDVA, WDTI, WBTM, and WILA for a total

time of more than two hours. In addition, they were filmed for newscasts on WSL-TV, Roanoke, and appeared before the senior male class at the George Washington High School where the students were being trained by Special Forces personnel from Fort Bragg for participation in the military exercise. Packaged into the itinerary was a visit through the Dan River Mills, conducted by Mr. Dan Daniels, Past National Commander of the American Legion.

Looking ahead to December programming on THE BIG PICTURE series, an episode well worth noting is "Phantom Fighters" (TV-448). Here is good strong entertainment, worthy of all recruiters' attention. It is a documentary about the Army's Tenth Special Forces Group in Europe, until recently a secret military force, now shown for the first time on the Army's television series. The story setting is in the vicinity of Bad Tolz which lies in an Alpine valley near the German Swiss border.

Resourcefully put together from film

made in Germany by the Army Signal Corps, "Phantom Fighters" is a movingly meaningful television documentary about American soldiers trained to organize guerrilla resistance in enemy occupied territories.

In a field training exercise, the many and varied skills of the Tenth are put to the test. They include a parachute jump, a mountain climb on skis, destruction of a bridge on the River Ammer, and a race to outdistance the enemy. It's rugged, exciting life as evidenced on film and no soldier with Tenth Special Forces would have it any other way. Every man is a volunteer qualified to carry out hazardous and adventurous assignments.

In no other branch of the United States military services is the standard of physical fitness higher than in Special Forces. Among the groups at Bad Tolz, a man's hand is as deadly a weapon as a rifle or hand grenade.

"Phantom Fighters" will tie in to the current Army Recruiting Program for enlistees in the Special Forces groups.



"OPERATION DANVILLE"—The American television public soon will see STRAC flex its mighty muscles. Danville, Va., became the set for the Army's BIG PICTURE TV crew on hand to film the report. MSgt Ernest B. Hawkins (left), Army recruiter in Danville, coordinated publicity efforts locally. Conversing with Sergeant Hawkins are MSgt Stuart Queen, host-narrator for the series; Mr. Bert Flowers, president of the Danville Chamber of Commerce; and Mr. Howard Hylton, secretary of the Chamber of Commerce.

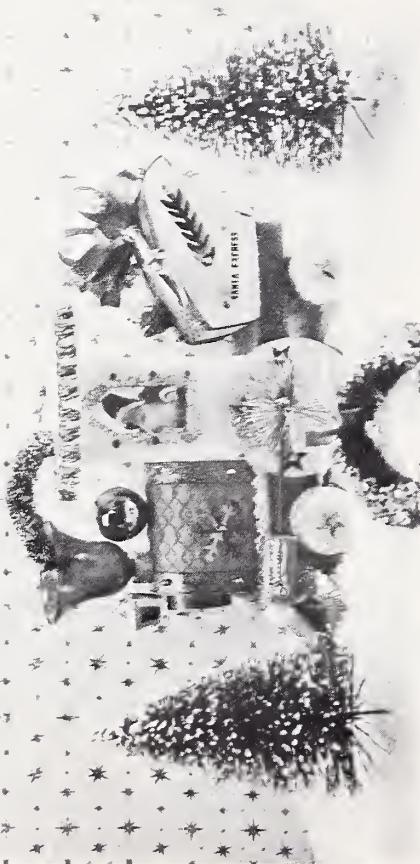
FLARE

3 1262 09682 3421

SEASONS GREETING
U.S. ARMY
RECRUITING



SEASONS GREETING
U.S. ARMY
RECRUITING



SEASONS GREETING
U.S. ARMY
RECRUITING



SEASONS GREETING
U.S. ARMY
RECRUITING



For Christmas 1958, two Pittsburgh USARMS PIO staffers, MSGt McCabe and MSGt Kuhn, sent Christmas greetings from Army recruiters into thousands of Pittsburgh, Pennsylvania, homes through the use of TV slides. The slides, fabricated by the two sergeants, employed good taste, imagination, minor props and the station camera. Spot announcements written by the PIO team were given simultaneously with the showing of the slides. Pittsburgh TV stations cooperated all during the season by sending these greetings to the residents of the community. Good idea for Christmas 1958.